No. of Printed Pages—2

408 (TV1)

[20-HKPGDEO-M2S(O)21J]

PGDBJ 2nd Semester (Old) Exam., 2020

MASS COMMUNICATION

[PGDBJ (S2) 06]

(Television—I)

Full Marks : 80

Time : 3 hours

The figures in the margin indicate full marks for the questions

1. Answer any *five* from the following questions (each in around *50* words) : 2×5=10

(a) Why is television termed as 'window of the world'?

(b) What is the function of an optical fiber cable?

(c) What is the role of antenna in terrestrial transmission?

(d) What is a geostationary satellite?

(e) What is a teleprompter?

(f) How does signature tune help the viewer?

2. Answer any *three* from the following questions (each in around *150* words) : 4×3=12

(a) Write a note on the objectives of SITE experiment.

(b) Mention the role and responsibilities of the news editor of a TV station.

(c) What is the difference between an anchor, a reporter and a stringer?

(d) Discuss briefly the different types of television news.

3. Answer any *three* from the following questions (each in around *250* words) : 6×3=18

(a) Why was the Verghese Working Group constituted? What are its recommendations?

(b) Discuss in detail the adoption and purpose of the Broadcasting Bill (1997).

(c) How is the organizational structure of a television channel divided? Discuss.

(d) What is DVB? What are its advantages?

4. Answer any *four* from the following questions (each in around *500* words) : 10×4=40

(a) What are the advantages and disadvantages of audio-visual medium as compared to the audio medium and how can it affect the society?

(b) Trace the advent and growth of television in India.

(c) Discuss the expansion of private television channels in India with special reference to the Northeastern region.

(d) Discuss the structure of a television news bulletin.

(e) Analyze the differences between the formats of panel discussion, television interview, current affair programmes and documentaries.

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